

SHOP TODAY IN THE BLACKSTONE-AUDITORIUM BLOCK

PUBLISHERS AND MOVIE MEN AGREE ON FAIRY TALES

Motion Picture Application of Juvenile Classics is Heartily Endorsed.

Motion picture exhibitors appear to be offered a prosperity hint in the report of book publishers who met and discussed trade matters in Chicago recently. It is no news in the picture world that the same qualities which make "best sellers" in the book stores are apt to lift the screen feature or short subject into profitable popularity. The publishers' report in question agrees that the public demand for juvenile literature, even in these dull times is increasing to an extent that frequently places books of that class in the list of "best sellers."

In that line, of course, certain classics like "Mother Goose," "Alice in Wonderland" and "Brer Rabbit," are fixed quantities. The point is that children's books approaching the quality of these more and more are sharing in their huge circulation. Before this, publishers have been wont to refer to "Aesop's Fables" as a perennial favorite of the world over—for general circulation coming close to the Bible, the latter being the champion wherever books are printed and sold. Also it is well known that so-called juvenile books of the best quality and entertainment value make the favorite reading of the adult members of the family as well as of the children—particularly when they deal with the marvelous or with animals.

These facts—and the suggested picture application—are brought to attention of exhibitors by Elmer Pearson, Pathe director of exchanges, who naturally is in possession of figures to support the point he makes; namely, that a well-made motion picture having a direct appeal to juvenile interest are bound to be popular with the general picture-going public.

"The best possible evidence of this," said Mr. Pearson, "is contained in reports from branch exchanges—records of sales in all parts of the country. Two instances stand out prominently—first, the short subject series called 'The Adventures of Bill and Bob,' now celebrated everywhere, and the latter releases of the animated cartoon series bringing to the picture screen the immortal fables of Aesop, with the general title of 'Aesop's Film Fables.'"

"These two series are widely different in character; but the analogous in subject and form to what is called juvenile literature. The latter founded on one of the world's greatest literary classics, leaps into instant popularity, first, for that very reason, and, second, because of the extraordinary cleverness with which it is brought up to date. The underlying truth and useful philosophy is just as apparent as in the original fables, while the ingenuity of the adapter and the resources of the screen add immeasurably to the comic effect and the general entertainment offered."

"In the case of 'The Adventures of Bill and Bob,' the screen furnishes a series of original masterpieces probably truer to life and better as 'juvenile literature' than anything of the kind that has yet appeared in books. The two heroes are 11-year-old boys, and yet their feats of catching and subduing dangerous wild animals appeal to adults emphatically as a 'grown man's job.' Nobody, of any age, seems able to resist the attractions of these wholesome and realistic 'adventures'—just as few, of any age, fail to be captivated by the books listed as juvenile classics."

WHAT THE PICTURE STARS ARE WEARING

In "Beyond Price," the latest William Fox release with Pearl White, the popular star wears a stunning black serge cape with white erasable collar. At the lower edge, which reaches to the hem of the skirt, there is a wide band of cut work buttonholed with black twist.

In a forthcoming production Estelle Taylor wears a black taffeta frock with a skirt that billows at the sides. The bodice is old-fashioned and tight-fitting. A rosette of burnt orange ostrich and streamers of silver lace add a touch of color.

Edna Murphy appears in her latest picture in a stunning evening gown of powder blue chiffon, straight in line and with an over-drape of the same filmy texture embroidered in crystal beads. This overdrape is cut in deep points which form the edge of the skirt. A wide sash of green and mauve satin ribbon is knotted at the side.

Shirley Mason appears in "Ever Since Eve," her latest release, in an evening gown of brilliant peacock blue taffeta. Large dark blue velvet rose weight alternate points on the petaloid skirt.

Elleen Percy won a set of tennis at the West Coast studio in a pleated skirt of white sport satin and silk shell stitch sweater of orchid. Around her forehead she wore a band of orchid taffeta ribbon to keep her hair in place.

Artists and sculptors have acclaimed Edith Storey as the possessor of perfect hands and she has posed for them time without number. Her hands are of the sort known as "tapering."

At Auditorium Sunday



POWERFUL COMEDY- DRAMA ON SCREEN AT AUDITORIUM

Frank Mayo Highly Lauded for Excellent Work in "The Fightin' Lover."

Frank Mayo never had a speedier comedy-drama than "The Fightin' Lover," his most recent Universal special production, which is the feature offering today and tomorrow at the Auditorium, where Universal pictures will hold full sway all of this week.

The story was written by Ben Ames Williams, which ran serial in the Saturday Evening Post, and required four of the screen's most beautiful girls to keep up with Mr. Mayo in this exciting picture. The girls are Jacqueline Logan, a former Follies girl, who plays opposite Mayo, Joan Calhoun, Gertrude Osmsted, the ten thousand dollar Elkie contest beauty of Illinois, and Ruth Ashby, a Southern society debutante. Settings of unusual beauty that radiate wealth and splendor of the story locale, beautiful women, well groomed men, and all of these clever players give "The Fightin' Lover" a splendid start toward the punchy finish in which this popular star does his best work.

This production shows Mayo not only as a young man well dressed, in which he is admired by so many

fans, but gives him an opportunity for that virile, vigorous type of acting that distinguishes him as one of the two fisted men of the screen. On the same program, funny Charlie Chaplin will be seen in "His Night Out," one of his best of two reel comedy specials.

Wadsworth Camp, whose detective stories have made him so popular with American readers of literature, was responsible for Carmel Myers' latest and more worthwhile picture entitled, "A Daughter of the Law."



CARMEL MYERS.
Scene from "A Daughter of the Law."

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Chatter Of The Block By The Observer

Among the new faces in the block is that of John Brineman of the Rogers Optical Co. which recently purchased the business of Dr. G. C. Paul.

Gus Berkson, manager of the Blackstone theater is becoming alarmed over the fact that the county speed cops have not arrested him during the past two weeks.

"Buddie" Vogt at the Ward & Lewis store wins the big Dollar Day prize. The crowds came so fast and furious in the bargain basement that "Buddie" put the wash dress rack on the sidewalk in order to accommodate all.

Si Bracy the dandy furrier was seen delivering a big sales talk Dollar Day on what a fine fur coat you could buy for 300 dollar bills.

Harry Alberts, of the Little Folks Shop, stated that the children deserted their mothers Dollar Day to get into his shop for bargains.

The boys at the Blackstone Bootery have their remodeling all complete and are now busy dispensing shoes to the fair ones.

Matt Golden is busy doing a lot of preliminary work getting the boys in Fort Wayne all set for a big talk on two pants suits.

"Pop" Freisem, at the Economy Depts., is again on the job after the Dollar Day rush. The crowds came so thick that "Pop" thought they were going to carry away his big department store.

Lester Hurwich has turned the golf honors of the family over to his brother Irving, who is busy plowing the municipal links.

Warren H. Miller, manager of the Olsen & Ebban jewelry store, created quite a stir in the block recently when he came to his store accompanied by Kalo, a big white collie.

"Scotty" Van Buskirk of the Auditorium theater reports that he is working night and day getting out the publicity for the big feature that Harry Easton and Herbert Wolff have booked for the near future.

WALTER HAMPDEN IN FAMOUS PLAY AT BLACKSTONE

Noted Player in Original Stage Version of "The Servant in the House."

Of the various artists appearing in the original stage presentation of Charles Rann Kennedy's world famous success, "The Servant in the House," the achievements of Walter Hampden and Tyrone Power stand out most prominently.

Mr. Hampden has developed as an artist to such an extent, that he is looked upon by Metropolitan critics as one of the foremost actors of the day.

Mr. Hampden has appeared in many plays with great success since his early prominence as a member of the cast of "The Servant in the House," and his efforts to establish himself as a Shakespearean actor during the past few seasons in New York have met with a world of enthusiasm.

The second time he discovered that the "spooks" had been engaged in digging a tunnel from the church cellar to the basement of the bank, and all was in readiness for the big coup. But complications arose, and he found himself bugged and foot to a chair, and gagged. In spite of his bonds, he managed to ring the church bell and then excitement broke loose in the little town. But all ended well, and Martin became the hero of Belmont.

This is part of the plot of "A Midnight Bell," a First National production starring Charles Ray, which will be the feature at the Blackstone theater four days, beginning Sunday. It is right up to the Ray standard, which is guarantee of its worth, and gives a faithful presentation of life in a small town. Other members of the cast are Donald MacDonald, Van Dyke Brooke, Doris Pawn, Clyde McCoy, Jess Herring, S. J. Bingham and Burt Olford. The story is based on one of the famous plays by Charles Hoyt.

William Christy Cabanne, whose "Live and Let Live" is winning him fresh laurels, had much to do with the development of Douglas Fairbanks as a screen star. Mr. Cabanne, who now makes motion picture productions for Robertson-Cole, directed Mr. Fairbanks in his most important production, "The Lamb," for Triangle. It was a hit and after that Mr. Fairbanks' popularity began to soar.

which is scheduled for a showing at the Auditorium Wednesday and Thursday. A supporting cast of which none better could have been selected to portray the various roles, consists of Jack O'Brien, Charles Arling an old time favorite, Richard La Reno and Fred Kollier.

The story tells of a criminal gang, operating on a big scale which is run down by the police after a slugging attempt to save her erring brother. He is killed by the gang leader for which the latter is sent to prison. Making his escape the crook is pursued by the sister and her father and finally captured. Other pictures are Mrs. Joe Martin in "A Jungle Gentleman" and Fox News Weekly of current events.

courage, both on the part of the critics and the public.

Last season Mr. Hampden gave a series of special matinees of "Hamlet" and succeeded in presenting Shakespeare's famous tragedy for several weeks, at the Plymouth theater.

This season Mr. Hampden essayed another difficult task in the presentation of Percy McKay's "George Washington," which was produced at the Lyric theater with great lav-

Well Known Star



HOUSE PETERS IN GOLDWYN PICTURES

Gus Berkson and his high-powered studio coupe were just released from a big mud hole near Laporte. Berkson is resting easily at the B. B. Dry Cleaners.

The demand for cleaner, better and more artistic motion pictures is gradually revolutionizing the industry, according to Sessue Hayakawa, the R-C Pictures Corporation star. The sex drama with suggestive situations is being forced into oblivion. In its place the people demand productions that are suitable for children as well as for grown folks.

"The Foolish Age" is the working title of Doris May's first production for release by R-C Pictures Corporation. It is an original story—a comedy—by Stromberg.

Pauline Frederick's favorite stone is jade and she has a jade necklace valued at \$25,000.

ishness and artistry. Mr. Hampden has just announced that he will continue on tour his presentation of "Hamlet" in the immediate future. The photoplay production of "The Servant in the House" is presented at the Blackstone theater today and tomorrow.

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BLACKSTONE BLOCK and MISHAWAKA

Wednesday at the Blackstone



FRANK LLOYD'S Production "The GREAT LOVER" GOLDWYN

EUROPEAN FILM FLASHES

Special to The News-Times:

LONDON, Aug. 11.—The "Cirque Pinder" at Le Havre, France, has been chosen by John S. Robertson as the French circus to be shown in his forthcoming picture, "Love's Boomerang," adapted from Dion Calthrop's story "Perpetua." Mr. Robertson and his company of cinema players will go to Le Havre soon to make the scenes. Ann Forrest, recently arrived from Hollywood, will play the leading role, and David Powell will be the leading man.

"Le Courier Cinematographique" is agitating for a species of French "intellectual cinema" for the presentation of pictures into which the directors have been able to put all their ideas, even to the point of audacity, without fear of wounding the feelings of a paternalistic or the Minister of the Interior. The paper believes that the screen will only be where a work has been presented able to realize its full possibilities as it is received from the studio and not distorted beyond recognition by the mutilations of censorship.

Percy Nash, the British producer, has been engaged by an Italian company to reproduce screen versions of famous British stories with an Italian cast. The first subject is to be Sir Arthur Wing Pinero's "The Second Mrs. Tanguary."

George Fitzmaurice, the American producer, has arrived at the Paramount London studio and is making preparations for the start of his first picture to be made in England, "Three Live Ghosts."

Henny Porten, who appears as Anne Boleyn in "Deception," has been married to Dr. von Kauffmann, the head of a large sanatorium at Partenkirchen. Her first husband

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GALA WEEK IN FULL SWAY AT AUDITORIUM

Universal stars in all their glory have captured the Auditorium theater and will have entire control of the big silver sheet for this week.

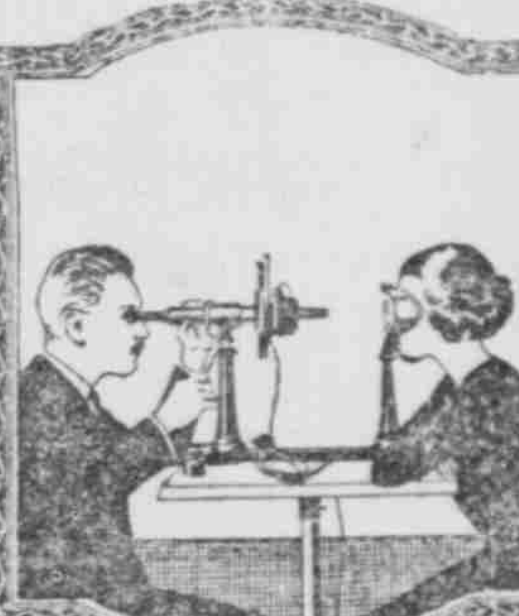
Through the efforts of Herbert Wolff, manager, only specially selected Universal pictures will be shown during the gala week. The finest products of Universal City will occupy the theater's screen for the remaining six days. Among the stars to be shown are Carmel Myers in "A Daughter of the Law," Harry Carey in "The Freebooter," and Gladys Walton in "The Man Tamer."

Gala week is now in full swing at the various motion picture theaters throughout the country in honor of the Leammle Universal anniversary. Universal city, where the photoplays are made occupies thousands of acres of glorious California fair-land and is recognized as the world's largest unit of motion picture production. The cream of the productions of Universal City are being shown on the Auditorium screen this week.

Pauline Frederick recently gave a rodeo at her Beverly Hills home in California for the benefit of a hospital for crippled children and the net was nearly \$5,000.

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TODAY AND
TOMORROW

"THE SERVANT IN THE HOUSE"

A photoplay that stirs the pulse with a living, breathing story, fascinating beyond compare, easily ranking as the season's finest.

FRIDAY AND
SATURDAY

"IDLE HANDS"

SUNDAY FOR 4 DAYS
CHARLES RAY
—in—
"MIDNIGHT BELL"

WEDNESDAY AND
THURSDAY

"THE GREAT LOVER"

A play within a play—A remarkable presentation of scenes before and behind the opera stage.